There is little more annoying than sitting within earshot of cellphone callers who consciously or unconsciously make themselves obnoxious by both the volume and content of their calls. I have even seen some people in airport departure lounges react "violently" to those using cell phones. I would hate to be on board a flight when such outbreaks occur.

On board: Messaging, fine. Internet access, fine. Cellphone use in the usual setting on board a flight, NEVER. If they must, place them all in a separate section (as smokers were dealt with in the "old" days but with a partition separating the users from non-users.